

Message Text

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ACTION EB-12

INFO OCT-01 EA-11 ISO-00 COME-00 CIAE-00 INR-11 NSAE-00

RSC-01 DRC-01 HEW-08 /045 W
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R 020830Z OCT 74

FM AMEMBASSY TOKYO

TO SECSTATE WASHDC 4955

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E.O. 11652: N/A

TAGS: BTRA, JA

SUBJECT: VISIT OF JAPAN CONFECTIONERY BETTER BUSINESS ASSOCIATION

1. JAPAN CONFECTIONERY BETTER BUSINESS ASSOCIATION (JCBBA)
PLANS SEND 15-MEMBER CONSUMER PROBLEMS STUDY MISSION TO
U.S. IN EARLY NOVEMBER. GROUP HAS REQUESTED EMBASSY
ASSISTANCE IN MAKING APPOINTMENTS AS FOLLOWS:

- A) USDOC--NOVEMBER 6 AT 10 A.M.
- B) FTC--NOVEMBER 6 AT 2 P.M.
- C) FDA--NOVEMBER 7 AT 10:30 A.M.

2. AT USDOC, GROUP REQUESTS ONE HOUR DISCUSSION COVERING
FOLLOWING POINTS: LIST OF CONFECTIONERY MANUFACTURERS
BY SALES VOLUME AND NUMBER OF EMPLOYEES; MARKET
SHARES OF TOP 5 MARKERS; PURCHASE PRICES OF RAW
MATERIALS AND CONFECTIONERY INGREDIENTS; MARKETING
METHODS; MANUFACTURERS SALES PRICES, AND MAR-JPS BY
WHOLESALE AND RETAILERS EXPORTS AND IMPORTS OF
CONFECTIONS; GOVT. SUPPORT FOR CONFECTIONERY INDUSTRY,
INCLUDING EXPORT ASSISTANCE.

3. AT FTC, GROUP WISHES DISCUSS: RELATIONSHIP BETWEEN ETC
AND B.B.B.; PROBLEMS IN LABELING AND MISREPRESENTATION;
RESTRICTIONS AGAINST FALSE LABELING AND EXAGGERATED
ADVERTISING; REGULATIONS ON TV COMMERCIALS, PARTICULARLY
IN CHILDREN'S PROGRAMS; RECENT TRENDS IN CONSUMER
CRITICISMS.

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4. AT FDA, GROUP WISHES DISCUSS: FOOD REGULATIONS AND CONSUMER PROTECTION; PROBLEMS OF FOOD ADDITIVES; SANITARY PROBLEMS IN WRAPPING AND PACKAGING; REGULATIONS, 9, *99\$)-?3)8,& -,\$ -\$,3458 3.3,5 ; INSPECTIONS OF FOOD, ESPECIALLY CONFECTIONS.

5. GROUP MEMBER LIST FOLLOWS:
MANABU OI, DIRECTOR, FUJIYA CONFECTIONERY CO., LTD.
(ONE OF THE LARGEST CONFECTION CHINA STORES)

SEISHIRO MATSUI, MANAGER, CONSUMER DIV., MONRINAGA & CO., LTD. (ONE OF LARGEST MANUFACTURERS, EXPORTERS AND CHINA STORES)

IKUYA MAEKITA, MANAGER, PROCUREMENT DIV., EZAKI GLICO CO., LTD. (LARGE MANUFACTURER)
KIYOSHI MATSUMOTO, EXEC. DIRECTOR, IMURAYA SEIKA KK. (LARGE MANUFACTURER IN TSU CITY, MIE PREFECTURE)

NAOKAZU MITAMURA, DIRECTOR, DEVELOPMENT DIV., K.K. NAGASAKIYA (FAMOUS MANUFACTURER OF POUND CAKE)

HIROHISA YOSHINO, DIRECTOR, SERVICE CENTER, K.K. NAKAMURAYA (MANUFACTURER, RETAILER, AND RESTAURANTS)

HIDEO YAMADA, DIRECTOR, PRODUCT PLANNING, K.K. NAKAMURAYA (SAME AS ABOVE)

TAKENORI TSURUOKA, DIRECTOR, PLANNING DIV., SAKUMA SEIKA K.K. (MANUFACTURER OF CANDIES)

TADAO ISHIDA, DIRECTOR, TOKYO OFFICE, SNARITSU SEIKA K.K. (LARGE CONFECTIONERY MANUFACTURER IN SHIZUOKA CITY)

KOKICHVZBW, DEPUTY DIRECTOR, GENERAL AFFAIRS, DIV., FURUYA SEIKA K.K. (MANUFACTURER IN SAPPORO)

HIROKAZU UNUMA, DIRECTOR, CONSUMER ROOM, K.K. SAN-S (LARGE WHOLESALE OF CONFECTIONERY)

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YOSHIYA KOSUGE, DIRECTOR, FOODS, LTD. (MANUFACTURER OF CHEWING GUM AND CANDY)

HARUO OKUDA, DIRECTOR, LIAISON OFFICE, MEIJI SEIKA KAISHA, LTD. (ONE OF LARGEST MANUFACTURERS AND EXPORTERS OF CHOCOLATE CANDY, BISCUITS, ETC.)

TSUNEO SUZUKI, PERMANENT COMMITTEE MEMBER, JAPAN

CHOCOLATE FAIR TRAD COUNCIL

TOSHIHIDE SUZUKI, SEC. GEN., JAPAN CONFECTIONARY
BETTER BUSINESS ASSOCIATION

6. ACTION REQUESTED: DEPT. REQUESTED MAKE APPTS. AND
INFORM EMBASSY BY RETURN CABLE OF DATE, TIME AND
NAME OF AGENCY OFFICIALS WHO WILL MEET GROUP.
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Message Attributes

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